

METHODS AND SYSTEMS FOR TUNING SEASONAL DEMAND FORECASTS FOR PRODUCTS

ABSTRACT OF THE DISCLOSURE

5 A product demand forecasting system that associates products with
seasonal models for use in forecasting future product sales demand, wherein each
seasonal model representing an annual sales pattern for a group of products having
similar sales patterns. The system collects and stores within a database a
minimum of one year of historical weekly demand data for the products sold by a
10 retailer. Products and seasonal models are tuned by comparing the historical
weekly sales data for products with the seasonal models to determine a best match
between products and seasonal models. Products are realigned with the seasonal
models determined to provide the best match for the products.